

Central Hollywood Coalition  
Sunset & Vine BID Board Meeting

**MINUTES**

February 14, 2012

3 – 5 p.m.

AMPAS Pickford Center

1313 Vine Street, Los Angeles, CA. 90028

**Officers and Directors Present**

*Michael Pogorzelski, President, Academy of Motion Picture Arts and Sciences*

*Brian Folb, Vice President, Paramount Contractors*

*Duke Gallagher, Treasurer, The Production Group*

*Roxanna Sassanian, Vice President, Sunset Gower/Sunset Bronson Studios*

*Fabio Conti, The Fabiolus Café*

*Charles Eberly, The Eberly Company*

*John Given, CIM Group*

*Kitty Gordillo, Hollywood Wilshire YMCA*

*John Lupo, JMPL Property Management*

*Elizabeth MacDonald, Los Angeles Film School*

*Harout Markarian, Western Diocese of the Armenian Church*

*Fred Rosenthal, Ametron*

**Absent**

*Carol Massie, Secretary, McDonald's Restaurants*

*Lillian Kuo, Broadreach Capital*

*Allen Sides, Ocean Way Recording*

**Consultants**

*Kerry Morrison, Hollywood Property Owners Alliance*

*Joseph Mariani Jr., Hollywood Property Owners Alliance*

*Joe Salazar, Andrews International*

*Steve Seyler, Andrews International*

*Devin Strecker, Hollywood Property Owners Alliance*

**ANNUAL MEETING**

**I. Call to Order**

The meeting was called to order by Board President Michael Pogorzelski at 3:09 p.m.

**II. Election of Directors**

The nominating committee presented the slate of directors to be elected for two-year terms (2012-2014): Fabio Conti, Charles Eberly, Kitty Gordillo, Elizabeth MacDonald, Harout Markarian, Mike Pogorzelski, and Fred Rosenthal.

**It was moved by Charles Eberly, seconded by Roxanna Sassanian and CARRIED to approve the slate of directors for 2012-2014. Unanimously approved.**

The nominating committee presented the slate of officers to serve one-year terms, and to serve as Executive Committee for the Central Hollywood Coalition. The slate was as follows: President – Brian Folb; Vice President – Roxanna Sassanian; Secretary – Carol Massie; Treasurer – Duke Gallagher.

**It was moved by Fred Rosenthal, seconded by Kitty Gordillo and CARRIED to approve the slate of officers for CHC for 2012. Unanimously approved.**

Pogorzelski adjourned the meeting at 3:11 p.m. and turned the gavel over to newly elected President, Brian Folb.

### **I. Call To Order**

Brian Folb called the meeting to order at 3:11 p.m.

### **II. Public Comment**

John Given gave an update on CIM's Sunset Gordon development, which will begin construction in June, 2012. The development encompasses: 301 residential units, 39,000 square feet of offices, 13,000 sq. ft. of retail/restaurants and around 600 parking spaces, including public parking, on four levels of underground parking. The project is expected to open in Spring, 2014.

### **III. Approval of Board Minutes**

#### A. Minutes from January 10, 2012

Duke Gallagher noted an error in the minutes, stating that we did not receive all the funds on Dec. 31 because the school did not pay their full assessment, and that there is \$68,383.97 left in the 2011 budget. He added that it did not make sense to say that the BID is on budget for 2012. Morrison said that that statement would be stricken from the minutes, and advised that a narrative does not need to be included for the treasurer's report in the minutes.

**It was moved by Roxanna Sassanian, seconded by Charles Eberly and CARRIED to approve the Minutes from the January 10, 2012 meeting with the correction as noted by Gallagher. Unanimously approved.**

### **IV. Treasurer's Report**

Gallagher distributed a copy of the financial report to the Board. He noted that assessment funds have not been transferred to date, however the Office of the City Clerk informed Gallagher that the transfer will likely take place tomorrow. As such, January invoices have not been paid.

**It was moved by Mike Pogorzelski, seconded by Kitty Gordillo and CARRIED to approve the Treasurer's Report ending January 31, 2012. Unanimously approved.**

Morrison reported that Kuo and MacPherson have volunteered to serve on an ad-hoc financial reporting committee to help organize and secure passwords for the various BID accounts.

### **V. Committee & Program Reports**

#### A. Security Committee

**1. Andrews International Year in Review report:** Seyler stated that Andrews just finished their fifth year providing security to the BID, and detailed the work they had done in 2011,

including homeless outreach efforts, community meetings, and their efforts involving the LAPD. He stated that 1,336 arrests had been made in the past year and detailed some of the notable ones.

**2. Report on “Veteran’s Surge”:** Mariani reported that he and several outreach workers from Hollywood 4WRD had met with the national office of the Veteran’s Administration (VA) to initiate a concentrated effort to house the 119 homeless veterans in Hollywood. Currently, it takes approximately 6 – 8 months to obtain basic military status for a veteran, and this project aims to reduce that time period significantly and expedite the path to housing and services. Mariani added that Hollywood was selected to serve as a model for this particular VA project, due to the success in housing over 150 individuals from the homeless registry.

**3. Appointment of Security Committee:** Folb appointed the following directors to the security committee: Fred Rosenthal (Chair); Elizabeth McDonald, John Lupo, Roxanna Sassanian, Fabio Conti, and Anthony Bell, from Space 15 Twenty.

**4. LAPD Camera update:** Mariani said that he is working with LAPD to ensure the cameras and recording devices are working properly. At this time, all cameras are operational, with the exception of one camera in the Hollywood Entertainment District BID.

**5. Updates on nightclub promoter outreach:** Morrison reported that members of the Security Committee met with representatives from West Hollywood to learn about their ordinance that aims to restrict problematic promoters. Additionally, Morrison has reached out to various property owners that have nightclubs to make them aware of the various late night crime issues that the BID is experiencing.

**6. Fast food security issues:** Mariani informed the Board that HPOA staff has spoken to the property owner at Sunset and Ivar, to inform him that his tenant, Jack-in-a-Box, using an inordinate amount of services from BID security. Approximately 10% of BID arrests have been at the restaurant this year. Representatives from the Jack-in-the-Box corporate office have agreed to meet with BID security in the coming weeks and potential problem-solving strategies.

**7. Home for Good summit:** Morrison encouraged the board to attend United Way’s upcoming Home for Good Summit on February 23, to hear the latest on homeless policies in Los Angeles and successful case studies. In addition, several service organizations are expected to be rewarded for their efforts at the summit.

## **B. Streetscape Committee**

**1. DWP grant submittal and trash receptacle purchase:** Mariani reported that HPOA staff obtained the proper color identification number for the green Martin Media ad benches that was needed to properly match the 15 new BID-sponsored trash receptacles. In addition to the bus benches, Martin Media is scheduled to install 6,000 trash receptacles city-wide. A representative from Martin Media has agreed to attend an upcoming streetscape and/or board meeting to report on the details of the program.

**2. Planning initiative updates:** The City Council’s Planning and Land Use Management Committee has yet to schedule a hearing to deliberate the Hollywood Community Plan. A hearing date is expected in late March or early April. In the meantime, the city’s redistricting efforts are underway and the Sunset & Vine BID remains within the CD-13 boundaries. The Hollywood

Entertainment District, on the other hand, has been split between CD-4 and CD-13. HPOA staff has attended two hearings so far to voice concerns over the boundaries that bisect the HED.

**3. City council commendation for BID maintenance team:** Councilmember LaBonge will be making a formal commendation to the CleanStreet maintenance team in the coming weeks. HPOA staff will inform the Board of the presentation date once it is confirmed.

**4. Report from Streetscape Committee meeting:** The committee met on February 3 and dedicated much of their meeting on setting priorities for the coming year. Potential projects for the Sunset & Vine BID include: bulk purchase of pressure washing services and graffiti film; exploring opportunities for public restrooms; activating Chase Plaza; working with the property owner at the southwest corner of Sunset & Vine to trim the Ficus trees; and installing street furniture in the expansion area of the BID.

**5. City Waste Hauler Franchise:** Mariani reported that the Board of Public Works voted 5-0 in favor of an exclusive trash hauling franchise at their February 13<sup>th</sup> hearing. Over 80 speakers, a majority of which were opposed to the plan, spoke at the hearing. If approved by the Mayor, the city will be split into 11 franchise districts and the current haulers will be given a 5 year notice.

### **C. Marketing and Communications**

**1. “On Your Corner”:** Strecker reported that KNX 1070 successfully hosted their live broadcast from both the W Hotel and the Arclight Cinerama Dome, in the Sunset & Vine BID. Several Hollywood leaders participated in interviews throughout the day, including Morrison, and talked about the positive contributions from the BID. A link to the podcast will be posted on the Sunset & Vine website.

**2. Pole Banner Campaign:** Strecker stated that the art students at Helen Bernstein High School are presently working on design schemes for the pole banner contest. Meanwhile Strecker is working with the owner of the building at the southwest corner of Sunset & Vine, formerly the Wells Fargo, to assess the feasibility of hosting an exhibition in the vacant space. In addition to the exhibition, the banner designs will be posted on the Sunset & Vine website to seek an online vote.

## **VI. Old Business**

Morrison reported that board members are not to miss three meetings in a row or five in a year, or they may be removed from the board. She stated that currently one member of the board, Sides, has exceeded this limit.

**It was moved by Fabio Conti, seconded by Harout Markarian and CARRIED to remove Sides from the board of directors. Unanimously approved.**

## **VII. Report from HPOA Staff**

**A. New Board Member Orientation:** Morrison reported that the new board members, Elizabeth McDonald, Harout Markarian, and John Lupo attended an orientation session with HPOA staff.

**B. Report from California Downtown Association Conference:** Strecker presented his report from the CDA conference, detailing the different sessions he attended including: social media, smartphone apps, retail recruitment, demographic studies, and the Riverside art walk.

**VIII. Next Meeting & Annual Dinner**

The next meeting is scheduled for Tuesday, March 13, to be followed by the annual dinner at Off Vine restaurant.

**IX. Adjournment**

The meeting was adjourned shortly before 5:00 p.m.